

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, MARCH 20, 2008
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Vice Chair Zuppan presided over this meeting.

The meeting was called to order at 7:30 p.m.

Present: Commission Members: Autorino, Bonta, Dahlberg, Ryan, Schmitz, Chairman Wetzork, and Vice Chair Zuppan

Absent: Commission Member Lindsey

Vacancy: (1)

Staff: Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of January 17, 2008

Motion (Wetzork), seconded, and unanimous (with abstention by Schmitz) to approve the minutes of the Regular Meeting of January 17, 2008, as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. FY 07-08 Mid-Year Budget Presentation

The City of Alameda's Chief Financial Officer, Juelle-Ann Boyer, gave the presentation. (A copy of the PowerPoint presentation is attached to these minutes for reference.) Ms. Boyer noted that of all the cities in the East Bay, only Piedmont has a lower share of its revenue coming from sales tax than the City of Alameda. The City has to find a way to be less dependent upon property tax. The City has experienced a 25% decline in the number of homes sold and a 15-20% decline in home prices. The City

Council has approved taking \$1 million out of reserves to help close the budget gap for this fiscal year. Ms. Boyer will give another update to the City Council in early May. The City plans on posting these budget update PowerPoint presentations on the City website. This item was presented for information, only; no EDC action was requested.

6.b. Update on Film Commission Activity Regarding the Redevelopment Potential of Hangar 12 and Other Buildings at Alameda Point

The City of Alameda Film Liaison, Sue G. Russell, gave the presentation. Ms. Russell introduced the Film Commission Chairman, David Duffin. Ms. Russell recapped the written staff report, and a vicinity map of the subject area was projected on the screen. The buildings highlighted were Hangars, 11, 12, and 400; and Buildings 2 and 24 (aka Area 51). Ms. Russell distributed copies of a marketing flyer for former Alameda Point tenant, Manex Entertainment. Facilities like Hangar 12 could keep film production in the Bay Area. Commission Member Autorino asked about possibly providing dorm space for film crews in conjunction with the production facilities. Mr. Duffin stated that we are trying to convince surrounding cities that they could tie in with our efforts by providing hotel rooms to film crews. An Alameda Point production facility could be like the "hub of a wheel." Also, there are many people in the film industry already living in the Bay Area. Mr. Duffin stated that he would consider the dorm idea. Commission Member Dahlberg asked if anyone has talked to Warner Brothers or Disney. Mr. Duffin stated that the Film Commission was about ready for that; however, we need to check with the Alameda Point developer first. Mr. Duffin stated that the Film Commission's goal was to bring a TV series here as a source of steady income. Commission Member Bonta asked if it was clear that this would be a success if it was built. Mr. Duffin stated that the film companies would build what they need. Ms. Russell discussed the possibility of statewide film incentives. The City of San Francisco now has financial incentives. Ms. Russell stated that she would provide the EDC Members with copies of the San Francisco incentives. This item was presented for information, only; no EDC action was requested.

7. REPORTS

7.a. Oral Report: Chairman Wetzork – EDC representative to the Pedestrian Task Force

Chairman Wetzork reported that there have not been any meetings since his last report; however, a meeting has been planned for early April.

7.b. Oral Report: Commission Member Autorino – EDC representative to the City of Alameda Task Force of the Alameda County Climate Protection Project

Commission Member Autorino stated that the Task Force's final report has been submitted to the City Council and the Task Force is no longer in existence. These status reports will no longer be included in the EDC's agendas.

7.c. Oral Report: Commission Member Schmitz – EDC representative to the Alameda Point Advisory Task Force

Commission Member Schmitz stated that the Task Force meetings had been temporarily postponed. A public meeting has been announced for May 5 at the City Council Chambers. The developer will propose land use alternatives.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

- Chairman Wetzork recapped the list of upcoming agenda items. Regarding the former Cavanaugh Motors property, he noted that there is now a new owner who would like to develop the property with a project that would complement the Alameda Marketplace, with as little City help as possible.
- Chairman Wetzork stated that he and Council Member Matarrese had met recently to discuss the North of Lincoln area. He stated that Perforce Software will be an anchor for that area.

8.b. *Redevelopment – Building Better Communities*

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

9.a. Update by Development Services Director Leslie Little Regarding Alameda Point

Ms. Little was unable to attend this meeting. Mr. Fonstein reminded the Commission Members that SunCal was scheduled to give a presentation at the April 17 meeting.

9.b. Staff Update – Alameda Theater & Parking Structure Project

- Historic Theater - Mr. Fonstein reported that finishing touches were being put on the Historic Theater. Work on the balcony is proceeding. The balcony had been originally planned as a later phase; however, this work will not delay the opening. Alameda Wine Company and BurgerMeister are scheduled to open in May.

- Parking Garage - The installation of tiles on the granite columns in the garage should be complete in a couple of days. The garage has received its final approval from the Fire Department. Once the tiles have been installed on the columns, the garage will be ready for final Building inspection.
- Cineplex – Work on the storefronts and windows is scheduled for next week. Three of the seven interior theaters have been completed. The opening is planned for May, pending State inspection of the elevator.

9.c. Update Regarding California Redevelopment Association Award to City of Alameda for Bridgeside Shopping Center

Mr. Fonstein reported that the City of Alameda will be receiving an Award of Excellence for its redevelopment of the Bridgeside Center at the CRA Annual Conference in Anaheim on March 26. Bridgeside won the Commercial/Industrial Development category. The Mayor and City Manager will be attending the awards ceremony.

9.d. Update Regarding March 15, 2008 Park Street Gateway Charrette

The charrette was positively received, with 45-50 people in attendance. The main concepts brought forward included:

- Creation of a “gateway” statement
- Preference for buildings to be closer to the sidewalk with parking in the rear
- Extension of the streetscape program
- Preference for mixed-use, including residential

Next steps include:

- The consultants will set up a design studio in Room 360, City Hall, for three consecutive days, March 26 – 28. On March 26, the design studio will be open from 10:00 a.m. – 5:00 p.m., and during normal City Hall business hours on the other two days. EDC Members were invited to visit the design studio.
- An open house is being planned for mid-April.
- The final proposal will be submitted to the EDC and Planning Board by early summer.

As previously stated, Perforce Software is being viewed as an anchor in this area. Perforce participated in one of the stakeholder meetings. They currently employ 96 people (over 30 Alameda residents) and the number of employees is expected to increase to 180 at full build-out.

9.e. Update Regarding the Possible Formation of a Marine-Related Businesses Subcommittee

Mr. Fonstein reported that Council Member Matarrese had referred this for City Council consideration on March 4. The City Council voted to refer the matter to the Revenue Enhancement Committee for review and recommendation. We will keep the EDC updated on the status of this proposal.

Commission Member Comments:

- Vice Chair Zuppan commended the March 15 charrette, stating that the consultant was good at bringing people together. The discussion was positive, even with differences of opinion.
- Chairman Wetzork announced that the guest speaker at the Chamber's March 27 lunch would be AUSD Superintendent Ardella Dailey. The lunch will be held at Grand Pavilion. All are encouraged to attend.
- Commission Member Schmitz discussed AUSD's Measure H. He stated that the impact of education upon economic development cannot be overstated. Chairman Wetzork added that he had no faith in the State leaders, as they have caused education's financial problems with their outdated formulas that short change the City of Alameda. The State has never picked up the slack from when the Navy left.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:47 p.m.

Respectfully submitted,

Eric Fonstein
Development Manager

EF:rv